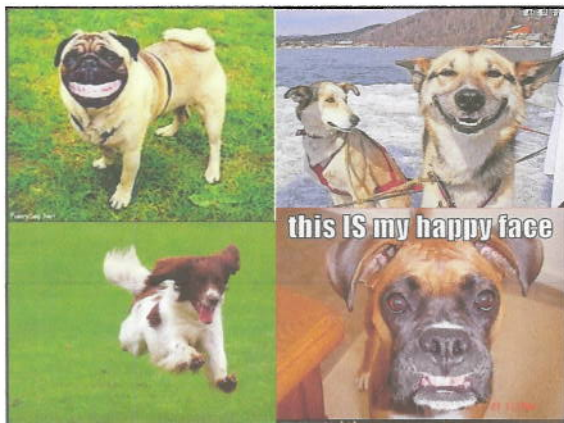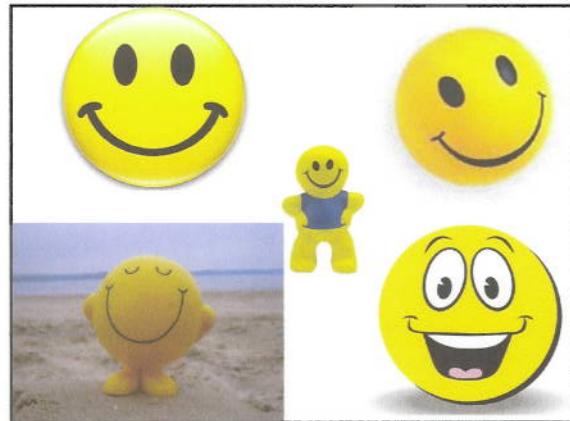**Adding Some TEC-VARIETY to Online Courses:**
**10 Principles for Jumbo Motivation**
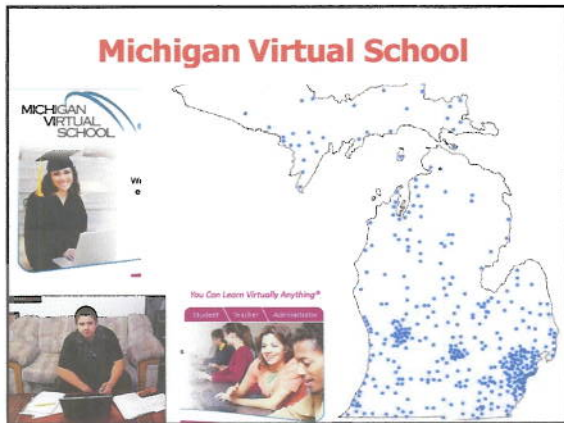
Curt Bonk, Professor, Indiana University
President, CourseShare, LLC
cjbonk@indiana.edu
http://mypage.iu.edu/~cjbonk






this IS my happy face

**Athletes and Performers**
Going the Distance, Elizabeth Millard,
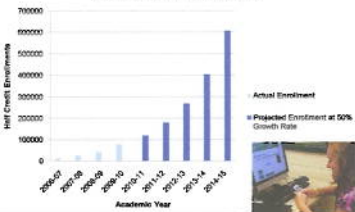University Business, March 2011



**Michigan Virtual School**



**July 2010**
**North Carolina Virtual Public Schools**
**(growing 79% per year)**
(per Dr. Bryan Setser, Executive Director, North Carolina
Virtual Public School Learn and Earn Online)

**September 5, 2010**
**Open Source goes to High School (Utah)**
http://www.youtube.com/watch?v=sovve-j3xGk



**Adora Svitak, age 13, World's Youngest Teacher**



**April 12, 2011**
**NCTM Conference Session, Free Online Degrees; iSMART: Integration of Science, Mathematics, and Reflective Teaching (iSMART), University of Houston**



**February 4, 2011**
**New Enrollment History Chart: Florida Virtual School (Julie Young, President & CEO)**



**Indiana University High School**
**(4,000 students and 1,400 enrolled in diploma programs)**



**February 16, 2011**
**How Bill Gates' Favorite Teacher Wants to Disrupt Education,** *Gregory Ferenstein*, Fast Company

**June 2010**
Clay Shirky, NYU: How cognitive surplus will change the world, TED
http://www.ted.com/talks/clay_shirky_how_cognitive_surplus_will_change_the_world.html



**April 27, 2011**
Moodle (41+ million users in 211 countries, 54,000 sites, 4.4+ million courses)



**Social Networking Gaming**
December 24, 2010: *CityVille* 16.8 million daily users, *FarmVille*'s 16.4 million. *CityVille* 61.7 million monthly users, *FarmVille* 56.8 million users. Mashable.

"CityVille" Is Now Bigger than "FarmVille"



**Catastrophes**



Ten great sites with free teacher resources
eSchool News, Jenna Zwang, Feb 18, 2011
http://www.eschoolnews.com/2011/02/18/ten-great-sources-of-free-teacher-resources/print/

## But I am not Content!!!



## Shovelware



SHOVELWARE

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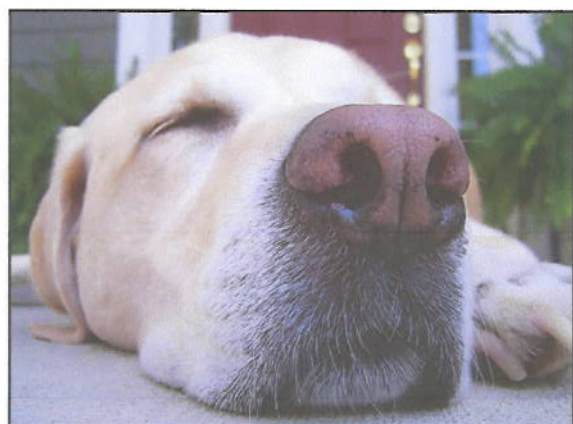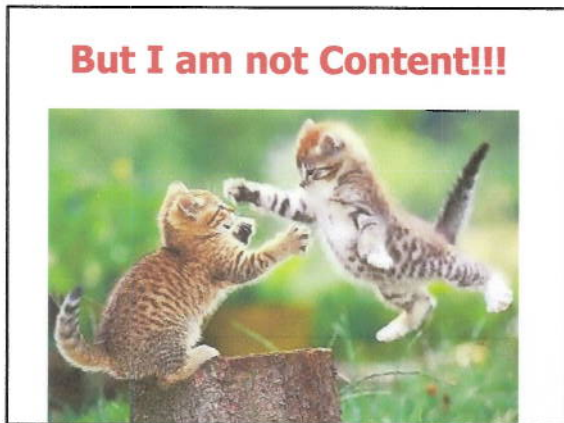
### May 24, 2010
### Author Nicholas Carr, The Web Shatters Focus, Rewires Brains, Wired
http://www.wired.com/magazine/2010/05/ff_nicholas_carr/



---

## Question:
## What is the Web?

- An entertainment system?
- A writing aid?
- A communications system?
- A means to handle commercial transaction?
- A social networking device?

==========================

**No, it is a learning tool!**

---

## Answer:
## The Web of Learning



Google

PBWORKS  Blogger  slideshare

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## We are entering a jumping off point...

Elements of the Web's Next Generation

**Nature AND Nurture: Pedagogy**

Nature (Technology)

Nurture (Pedagogy)

People, Society, Culture, etc.

---

**We are not motivating students with the technologies that they love**

BORED

---

**Jumbo Motivation is Needed!**

JUMBO

MOTIVATION

---

**Ok, Million Dollar Question: How do you motivate online learners? What Words come to mind?**

ONE BILLION DOLLARS

---

**Intrinsic Motivation**

"...innate propensity to engage one's interests and exercise one's capabilities, and, in doing so, to seek out and master optimal challenges

(i.e., it emerges from needs, inner strivings, and personal curiosity for growth)

See: Deci, E. L., & Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior*. NY: Plenum Press.

---

**I even reflected on this for a moment...and then something magical happened...**

**The TEC-VARIETY Model for Online Motivation and Retention**

1. **T**one/Climate: Psych Safety, Comfort, Belonging
2. **E**ncouragement, Feedback: Responsive, Supports
3. **C**uriosity: Fun, Fantasy, Control
   ...
4. **V**ariety: Novelty, Intrigue, Unknowns
5. **A**utonomy: Choice: Flexibility, Opportunities
6. **R**elevance: Meaningful, Authentic, Interesting
7. **I**nteractive: Collaborative, Team-Based, Community
8. **E**ngagement: Effort, Involvement, Excitement
9. **T**ension: Challenge, Dissonance, Controversy
10. **Y**ields Products: Goal Driven, Products, Success, Ownership

---

| | Low Risk | High Risk |
|---|---|---|
| **1. Risk** | ← | → |

| | Easy to Embed | Extensive Planning |
|---|---|---|
| **2. Time** | ← | → |

| | Free or Inexpensive | Enterprise Licenses |
|---|---|---|
| **3. Cost** | ← | → |

| | Instructor-Focus | Student-Focus |
|---|---|---|
| **4. Student-Centered** | Low ← | → High |

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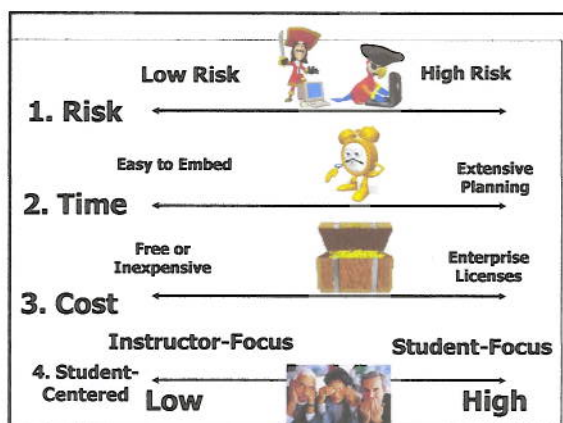
# 1. Tone/Climate: (open, inviting)
## A. Create a Class Wiki (Wikispaces)

---

# 1. Tone/Climate: B. Video Course Intros from Instructors.
### Yun Yun Chow, Open U Malaysia
### Making Art Lessons Come Alive with Web 2.0
http://www.youtube.com/watch?v=BO9rqJD1GXo

---

# 2. Encouragement, Feedback, etc.:
## A. New Self-testing Skills.
### High School Student Self-Testing
### (e.g., Calm Chemistry)

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# 2. Encouragement, Feedback, etc.:
## B. Tutorials with Screen Capture
### (e.g., Jing, Screenr)

**2. E**ncouragement, Feedback, etc.:
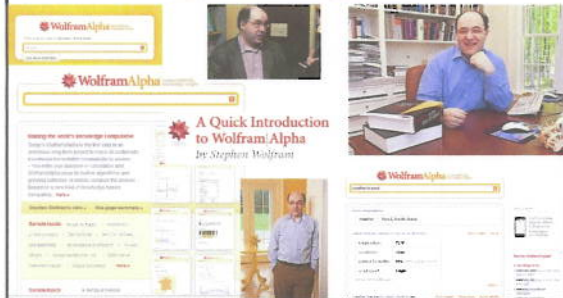**C. Vocab Sushi ($25 for 3 months)**
http://www.vocabsushi.com/



**3. C**uriosity, Fun:
**A. Online News (March 11, 2011, Tsunami hits Japan)**
http://www.cnn.com/video/7/video/world/2011/03/11/nat.nhk.japan.sendai.tsunami.nhk&&ref=NS1



**3. C**uriosity, Fun: B. WolframAlpha
**(access knowledge)**
http://www.wolframalpha.com/



**3. C**uriosity, Fun: C. Adventure Learning,
GeoThentic, Earthducation, Polar Husky,
GoNorth (Aaron Doering, Univ of Minnesota)



**3. C**uriosity, Fun: D. Live Science
(Nautilus Live allows people to watch expeditions live &
listen to scientists in control rooms a discoveries made)



**4. V**ariety, Novelty: **A. Bridges to World of**
Expert and Practitioners (e.g., Watch or Listen to
Online Conferences, Expert blogs, chats, interviews)

**5. Autonomy, Choice:**
**A. Famous Person Web** Explorations, Searches, Twitter Tracking, and Interviews
(e.g., famous Australian actors)

*Australian*

**5. Autonomy, Choice: B. Explore Online Museums, Zoos, Library Exhibits**
(e.g., Museum of Online Museums or MoOM)

**3. Curiosity, Fun: C. Online Historical Documents** (e.g., United Nations Opens World Digital Library, (e.g., Turning The Pages, British Library)
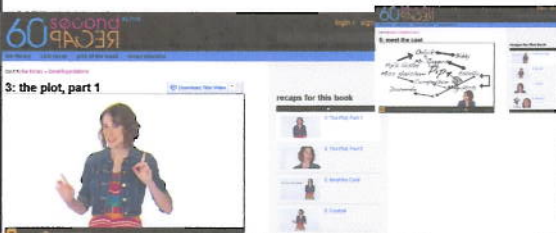
**5. Autonomy, Choice: D. Explore Famous People in History** (Samuel Pepys and Phil Gyford, UK)

**5. Autonomy, Choice:**
**E. Online Portal Explorations**

**6. Relevance, Meaningfulness:**
**A. 60 Second Recap, Jenny Sawyer**
http://www.60secondrecap.com/
Actress to students: Lend me your earbuds!
English major, 24, rambunctiously recaps the classics in 60-second Web videos; By Greg Toppo; USA TODAY, September 2009

**6. R**elevance, Meaningfulness:
**B. Virtual Congress** (Documents, photos, maps, speeches, cartoons, letters, songs, journals/diaries, autobiographies, artifacts, etc.)
http://www.tpscongress.org/index.php

**6. R**elevance, Meaningfulness:
**C. Chronicling America: Historic American Newspapers**
(http://chroniclingamerica.loc.gov/)

**6. R**elevance, Meaningfulness:
**D. Google Art Project** (new Google project that allows visitors to explore museums around the world and view hundreds of artworks) http://www.googleartproject.com/

**7. I**nteractive, Collaborative:
**A. Collaborative Documents (Google Docs)**

**7. I**nteractive, Collaborative:
**B. Online Language Learning**
(Skype with Mixxer, Livemocha, Friends Abroad)

**7. I**nteractive, Collaborative:
**C. Comment on Environmental Blogs** (e.g., Cassandra Brooks, Science Writer and Multi-Media Producer; http://www.cassandrabrooks.com/blog.php)

**7. Interactive, Collaborative:**
**D. Videoconferencing** (e.g., Int'l Studies for Indiana Schools (i.e., ISIS); Mandarin Chinese, Niger, Sudan, (Deb Hutton, Indiana Univ., Mimi Miyoung Lee, Univ of Houston)



**7. Interactive, Collaborative:**
**E. Horizon and Flat Classroom Projects** (combine blogs, videoconferencing, chat, async discussion, etc.)



FLAT CLASSROOM

**7. Interactive, Collaborative:**
**F. Global Class Collaboration and Problem Solving** (e.g., ePals, iEARN, and World Class)



**7. Interactive, Collaborative:**
**G. Virtual Tours and Timelines** (i.e., HyperHistory; http://simile.mit.edu/timeline/)



**7. Interactive, Collaborative:**
**H. Videos of the Periodic Table**



**8. Engagement, Effort:**
**A. Immediate Science** Ida (a transitional species) *47-Million-Year-Old Fossil the Missing Link?* (May 20, 2009)

8. **Engagement, Effort:**
B. History for Music Lovers: The French Revolution ("Bad Romance" by Lady Gaga)
http://www.youtube.com/user/historyteachers?blend=6&ob=5#p/f/12/kJULC0jsgdA



8. **Engagement, Effort:**
C. Interact with former presidents (e.g., Dr. Monica Rankin's class, UT Dallas, Cuban Revolution, April/May 2011)
http://www.youtube.com/watch?v=ocQMf1kPo98



8. **Engagement, Effort:**
D. Virtually Tour a Museum (e.g., British Museum, Smithsonian, Louvre)



8. **Engagement, Effort:**
E. Time Tracker (e.g., Indy Race Tracker, May 29, 2011)
http://www.indystar.com/interactive/article/99999999/SPORTS010101/99990474/2011-Indianapolis-500-Race-Tracker



8. **Engagement, Effort:**
F. Timeline Tools (e.g., technology in education, NY Times, September 19, 2010)
http://www.nytimes.com/interactive/2010/09/19/magazine/classroom-technology.html?ref=magazine



9. **Tension, Challenge, etc.:**
A. Controversial Science (e.g., Ida (a transitional species) *47-Million-Year-Old Darwinius Masillae Fossil the Missing Link?* (wowOwow, May 20, 2009)

**10. Yields Products, Goals:**
**A. Video Blogs**



**10. Yields Products, Goals:**
**B. Student YouTube Products**
http://www.youtube.com/watch?v=xiwSIryPzsQ
http://www.youtube.com/watch?v=x3FJyi4Pn_E
http://www.youtube.com/watch?v=eD1awpaSuP0
http://www.youtube.com/watch?v=BP7Bj0NKyzY&feature=player_profilepage



**"Video Primers in an Online Repository for e-Teaching and Learning" V-PORTAL, TravelinEdMan (27 free/open YouTube videos), September 2010**
http://www.youtube.com/user/TravelinEdMan



**10. Yields Products, Goals:**
**C. Photo Festivals and Competitions** (e.g., Scrapblog, flickr, etc.)



**10. Yields Products, Goals:**
**D. Concept Mapping Tools** (VUE, Bubbl.us, Cmap, Freemind, Gliffy, Mindmeister, or Mindomo)



**TEC-VARIETY Model for**
**Online Motivation and Retention**
**T**one/Climate
**E**ncouragement, Feedback
**C**uriosity

**V**ariety
**A**utonomy
**R**elevance
**I**nteractive
**E**ngagement
**T**ension
**Y**ields Products

## Do you feel JUMBO MOTIVATION?

Note: Bonk papers and talks at:
http://www.publicationshare.com/
http://www.trainingshare.com/



## Poll: How many ideas did you get...so far?

1. 0 if I am lucky.
2. Just 1.
3. 2, yes, 2...just 2!
4. Do I hear 3? 3!!!!
5. 4-5.
6. 5-10.
7. More than 10.

## Addressing Diverse Learners with R2D2



## Frame work #2: The R2D2 Model

Curtis J. Bonk | Ke Zhang
Empowering Online Learning
100+ Activities for Reading, Reflecting, Displaying & Doing

## The R2D2 Method

1. Read (Auditory and Verbal Learners)
2. Reflect (Reflective Learners)
3. Display (Visual Learners)
4. Do (Tactile, Kinesthetic, Exploratory Learners)

## 1. Auditory or Verbal Learners

• Auditory and verbal learners prefer words, spoken or written explanations.

**Read 1a.** Online Article Portals and Databases



**Read 1b.** Course Announcements (e.g., Teaching with Twitter)



**Read 1c.** History Podcasts and Podcast Shows



**Read 1d.** Cultural Blogs (e.g., Dr. Kim Foreman, San Fran State University, Come and See Africa Blog; http://comeandseeafrica.blogspot.com/)



## 2. Reflective and Observational Learners

- Reflective and observational learners prefer to reflect, observe, view, and watch learning; they make careful judgments and view things from different perspectives



**Reflect 2a.** Teacher Classroom Blogs

**Reflect 2b.** Scientist Blog Reflections (The LAST OCEAN Website and The Last Ocean Project; Cassandra Brooks)



**Reflect 2c.** Reuse Blog Posts, Chat Transcripts, Interviews, Conferences, Online Presentations



**Reflect 2d.** Track Life of a Scientist or Famous People (e.g., Brian J Ford, independent scientist, John Medina)
http://www.youtube.com/user/tellymonitor#p/a/u/1/LhGeApsKjasr



## 3. Visual Learners
• Visual learners prefer diagrams, flowcharts, timelines, pictures, films, and demonstrations.



**Display 3a.** Anchored Instruction with Shared Online Video



**Display 3b.** Online Timelines
(US Presidents)

**Display 3c.** Explore Virtual Worlds and Online Representations (e.g., Rome Reborn 1.0, University of Virginia, UCLA)



**Display 3d.** Download and Use Online 3D Sketches (e.g., Google SketchUp)



## 4. Tactile/Kinesthetic Learners

- Tactile/kinesthetic senses can be engaged in the learning process are role play, dramatization, cooperative games, simulations, creative movement and dance, multi-sensory activities, manipulatives and hands-on projects.



**Do 4a.** Kids Blogs (e.g., Kids Like Blogs; Jon Schwartz, Oceanside, CA http://kidslikeblogs.org/elementary_student_blogs.html)



**Do 4b.** Wikibook and Wikipedia Editing



**Do 4c.** Student Work in a Wiki (e.g., Wet Paint, a free wiki tool for online collaboration; e.g., medical education)
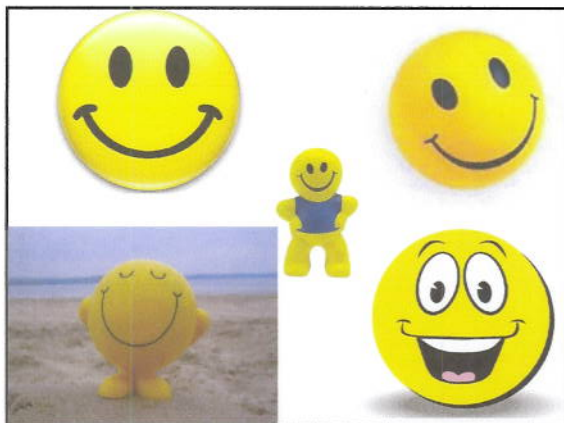
**Do 4d.** Podcast Productions and Shows (give kids the power!)

**Poll: How many ideas did you get from the second part of this presentation on R2D2?**

a. None—you are an idiot.
b. 1 (and it is a lonely #).
c. 2 (it can be as bad as one).
d. 3-5
e. 6-10
f. Higher than I can count!

**Try the R2D2 Method!**
**Try TEC-VARIETY!**
**Questions and Comments?**

Slides at: TrainingShare.com
Papers: PublicationShare.com
Book: http://worldisopen.com/
Email: curt@worldisopen.com